



**THE CATHOLIC UNIVERSITY OF AMERICA**

## The Busch School of Business and Economics

### Business and Economics Faculty

### Andrew Abela – Provost and Associate Professor of Marketing



Dr. Abela is the Provost, founding dean of the School of Business & Economics and Associate Professor of Marketing at the Catholic University of America, in Washington, DC. His research on the integrity of the marketing process, including marketing ethics, Catholic Social Doctrine, and internal communication, has been published in several academic journals, including the Journal of Marketing, the Journal of the Academy of Marketing Science, the Journal of Business Ethics, and the Journal of Markets & Morality, and in two books. He is the co-editor of *A Catechism for Business*, from Catholic University Press, and winner of the 2009 Novak Award, a \$10,000 prize given by the Acton

Institute for “significant contributions to the study of the relationship between religion and economic liberty.”

Dr. Abela also provides consulting and training in internal communications; recent clients of his include Microsoft Corporation, JPMorganChase, and the Corporate Executive Board. Prior to his academic career, he spent several years in industry as brand manager at Procter & Gamble, management consultant with McKinsey & Company, and Managing Director of the Marketing Leadership Council of the Corporate Executive Board. He holds a B.Sc. from the University of Toronto, an MBA from the Institute for Management Development (IMD) in Switzerland, and a Ph.D. in Marketing and Ethics from the Darden Business School at the University of Virginia. He and his wife, Kathleen, live in Great Falls, Virginia with their six children.

### In His Words ...

Good business leaders know that a true theory of business is in fact ethical at the core. Most senior executives I’ve spoken with know that a successful, long-lasting business is one that cares about its people — its customers, employees and the communities it operates in.

– Andrew Abela, Dean

### Contact

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The Catholic University of America  
620 Michigan Ave.  
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### Courses

MGT 545 – Marketing Management

MGT 546 – Market Research



## Research and Writing

### Articles in Refereed Journals

Abela, Andrew V. (forthcoming), "Appealing to the Imagination: Effective and Ethical Marketing of Religion." *Journal of Business Research*.

Abela, Andrew V. (2010), "Caritas in Veritate and the Market Economy." *Communio* 37(4): 592-605.

Abela, Andrew V. (2009), "Subsidiarity and the Just Wage: The Implications of Catholic Social Teaching for the Minimum Wage Debate." *Journal of Markets & Morality*, v. 12(9): 7-18.

O'Sullivan, Don and Andrew V. Abela, (2009) "Marketing Performance Measurement Ability and High Technology Firm Performance: An Examination of Mediating Influences." *European Journal of Marketing*, v. 43(5/6):843-862.

Abela, Andrew V. (2008), "Digesting the Raisins of Wrath: Business, Ethics, and the Archival Profession," *American Archivist*, v. 71(1): 203-209.

Abela, Andrew V. and Patrick Murphy (2008), "Marketing with Integrity: Ethics and the New Dominant Logic for Marketing," *Journal of the Academy of Marketing Science*, v. 36(1):39-53.

O'Sullivan, Don and Andrew V. Abela (2007), "Marketing Performance Measurement Ability and Firm Performance," *Journal of Marketing*, v. 71 (April), 79-93.

Abela, Andrew V. (2007), "The Price of Freedom: Consumerism and Liberty in Secular Research and Catholic Teaching," *Journal of Markets & Morality*, v. 10(1):7-26.

Clark, Bruce H., Andrew V. Abela and Tim Ambler (2006), "An Information Processing Model of Marketing Performance Measurement," *Journal of Marketing Theory and Practice*, v. 14(3): 191-208.

Clark, Bruce H., Andrew V. Abela and Tim Ambler (2006). "Behind the Wheel: Marketing Performance Measurement, Performance, and Learning," *Marketing*

HSSS 101 – The Person in Society

MGT 558 – Marketing and Community

MGT 557 – Marketing Strategy

MGT 562 – International Marketing

## Education

Darden Business School, University of Virginia, Charlottesville, Va. Ph.D., 2003

International Institute for Management Development, Lausanne, Switzerland. MBA (Hons.), 1991

University of Toronto, Toronto, Ontario. B.Sc. (Hons.), 1987.

## Areas of Expertise

Marketing performance measurement

Marketing ethics and consumerism

Communication of market research and other complex information

## Industry Experience

Marketing Leadership Council, Corporate Executive Board, Washington, D.C. managing director, 2000-2002

McKinsey and Company, Toronto and New York – 1992-1995 and 1996-1998

Procter and Gamble Co., Toronto – brand manager, Clearasil brand, 1990; assistant brand manager, Crest and Secret brands, 1987-1989.

Management, v. 15(3): 18-23.

Abela, Andrew V. (2006). "Marketing and Consumerism: A Response to O'Shaughnessy and O'Shaughnessy," *European Journal of Marketing*, v. 40 (1/2): 5-16.

Clark, Bruce H., Andrew V. Abela and Tim Ambler (2005). "Organizational Motivation, Opportunity and Ability to Measure Marketing Performance," *Journal of Strategic Marketing*, v. 13(4), 241-259.

Abela, Andrew V. (2003). "Additive vs. Inclusive Approaches to Measuring Brand Equity: Practical and Ethical Implications." *Journal of Brand Management*, v. 10 (4-5).

Abela, Andrew V. (2001). "Adam Smith and the Separation Thesis." *Business and Society Review* 106(3): 187-199.

Abela, Andrew V. (2000). "Profit and More: Catholic Social Teaching and the Purpose of the Firm." *Journal of Business Ethics*, v. 31(2), 107-116.

### **Articles in Refereed Proceedings**

O'Sullivan, Don and Andrew V. Abela (2005). "The Link Between Marketing Measurement and Performance: Evidence from High Technology Firms." Fifth American Marketing Association/Academy of Marketing Joint Biennial Conference, Dublin Institute of Technology, Dublin, Ireland, July 2005.

Clark, Bruce H., Andrew V. Abela, and Tim Ambler (2004). "Return on Measurement: Relating Marketing Metrics Practices to Strategic Performance." American Marketing Association Summer Educators Conference, Boston, MA, August 7, 2004.

Clark, Bruce H., Andrew Abela and Tim Ambler (2002), "Organizational Motivation, Opportunity and Ability to Measure Marketing Performance," *Performance Measurement and Management: Research and Action*, Performance Measurement Association, 109-116.

Abela, Andrew V. (2000). "Stakeholder Theory, Catholic Social Thought, and the Guilds." In *Rethinking Wealth Creation and Distribution in the Jubilee: A Double Challenge for Catholic Social Thought and Management Education*. Proceedings of the Fourth International Symposium on Catholic Social Thought and Management Education, July 11-14, 2000, Universidad Iberoamericana, Puebla, Mexico.

Abela, Andrew V., (1999). "The Pursuit of Happiness: Why Should Managers Be Ethical?" Conference proceedings, Symposium on Ethical Leadership in Organizations. McGill University, Montreal, Canada, May 27-28, 1999.

### **Articles in Managerial and Other Journals**

Abela, Andrew V., "Shire Economics." *St. Austin Review*, 2011 (September/October): 21-24.

Abela, Andrew V. (April 2009) "Ethics Matters: Life Issues Faced by Catholic Business Leaders." *Legatus Magazine*.

Abela, Andrew V. (Nov/Dec 2006) "Achieving Client Impact Through Persuasive Presentation Design." *Competitive Intelligence Magazine*.

Abela, Andrew V. and Antonio M. Sacconaghi. (1997). "Value Exchange: The Secret of Building Customer Relationships Online." *The McKinsey Quarterly*, 1997, No. 2, May 1997.

### **Books**

Abela, Andrew V. (forthcoming) *A Catechism for Business: Tough Ethical Questions and Insights from Catholic Teaching*. CUAPress.

Abela, Andrew V. (2008). *Advanced Presentations by Design: Creating Communication that Drives Action*. San Francisco, CA: Pfeiffer

### **Book Chapters/Encyclopedia Entries**

Abela, Andrew V., "Marketing," in *Encyclopedia of Catholic Social Thought, Social Science, and Social Policy*, ed. M.L. Coulter, S.M. Krason, R.S. Myers, and J.A. Varacalli. Lanham, MD: Scarecrow Press/Rowman & Littlefield, 2007.

Abela, Andrew V., "Advertising," in *Encyclopedia of Catholic Social Thought, Social Science, and Social Policy*, ed. M.L. Coulter, S.M. Krason, R.S. Myers, and J.A. Varacalli. Lanham, MD: Scarecrow Press/Rowman & Littlefield, 2007.

Abela, Andrew V., "Consumerism," in *Encyclopedia of Catholic Social Thought, Social Science, and Social Policy*, ed. M.L. Coulter, S.M. Krason, R.S. Myers, and J.A. Varacalli. Lanham, MD: Scarecrow Press/Rowman & Littlefield, 2007.

Abela, Andrew V. "The Ethics of Brand Management." Working paper, reprinted in Murphy, Lacznia, Bowie, and Klein, *Ethical Marketing*. Upper Saddle River, NJ: Prentice Hall, 2004.

Abela, Andrew V. and Paul W. Farris, "Advertising and Competition." In *Handbook of Marketing and Society*, ed. P. N. Bloom and G. T. Gundlach, (Thousand Oaks, CA: Sage Publications Inc., 2001.

### **Cases**

Abela, Andrew V. and Paul W. Farris, "Travelocity.com" CD-ROM-based multi-media case study. (Charlottesville, Virginia: Darden Business School, 2000)

### **Book Reviews**

Abela, Andrew V. (2010). Review of *Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition*. *Journal of Product & Brand Management* 19 (2): 155.

Abela, Andrew V. (2003). Review of *Modern Catholic Social Documents & Political Economy*. *The Thomist*, 76 (October): 652-655.

### **Presentations**

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#### **Academic Presentations**

"Consumption and Family Life." Centesimus Annus Pro Pontifice Conference, Pontifical Gregorian University, Rome, Italy, October 14, 2011.

Commentary on Phillip Blond's *Red Tory*. Georgetown University, March 19, 2010.

"Consumerism, Subsidiarity, and the Market." 9th Annual Calihan Lecture, Acton Institute, Catholic University of America, Washington DC, October 8, 2009.

"Superdevelopment: A Serious Threat to Global Development." Centesimus Annus Pro Pontifice Conference, Pontifical Gregorian University, Rome, Italy, June 12, 2009.

"Current Tensions in Business Ethics." Society of American Archivists, Washington, DC, August 4, 2006.

"The Future of Marketing Ethics: Marketing and the Separation Thesis." American Marketing Association Winter Educators Conference, St. Petersburg, Florida, February 18, 2006.

"The Link Between Marketing Measurement and Performance: Evidence from High Technology Firms," with Don O'Sullivan. Fifth American Marketing Association/Academy of Marketing Joint Biennial Conference, Dublin Institute of Technology, Dublin, Ireland, July 2005.

"Return on Measurement: Relating Marketing Metrics Practices to Strategic Performance," with Bruce H. Clark, and Tim Ambler. American Marketing Association Summer Educators Conference, Boston, MA, August 7, 2004; this paper won the Best Paper award for the conference.

"Measuring Marketing Performance," with Bruce H. Clark and Tim Ambler, 2004 Performance Measurement Association Conference, Boston, MA.

"What Will Matter Most to Marketers Three Years from Now?" with Tim Ambler and Bruce H. Clark. Does Marketing Measure Up? Performance Metrics: Practices and Impacts Marketing Science Institute Conference, London Business School, London, England, June 21, 2004.

"Assurance, Convenience and Prestige: Three Distinct Types of Brand Equity." 25th Marketing Science Conference, Robert H. Smith School of Business, University of Maryland, June 13, 2003.

"Marketing, Advertising, and Consumerism." Conference on Catholic Scholarship, New York Chapter of the Society for Catholic Social Scientists, Garden City, NY, March 29, 2003.

"A Brand is a Promise: Building Firm Credibility by Integrating Strategic and Ethical Aspects of Brand Management." Annual Meeting of the American Society for Competitiveness, Alexandria, Virginia, October 2002.

"Organizational Motivation, Opportunity, and Ability to Measure Marketing Performance," with Bruce H. Clark and Tim Ambler, 2002 Performance Measurement Association Conference, Boston, MA.

"Organizational Motivation, Opportunity, and Ability to Measure Marketing Performance," with Bruce H. Clark and Tim Ambler, 2002 CBIM/ISBM Academic Workshop, Atlanta, GA.

"Marketing as a Practice: The theory and practice of marketing in the light of Alasdair MacIntyre's After Virtue." Annual Meeting of the Association for Practical and Professional Ethics, Washington DC, February 2000.

"The Pursuit of Happiness: The Philosophy of Eudaimonism as an answer to the question Why be Ethical in Business?" Ethical Leadership in Business Symposium, McGill University, Montreal, Canada, May 28, 1999.

"Built to Last: Ethical Aspects of the Purpose of the Firm, from a Catholic Social Teaching Perspective." Annual Meeting of the Association for Practical and Professional Ethics, Washington DC, February 1999.

### **Presentations to Professional Audiences**

"Driving Impact through Research Communications." Presentation at the Research 3.0 Workshop, Market Research Executive Board, Rosslyn, Va., April 7, 2010.

"Extreme Presentation" workshops on presenting market research results to senior management, given to market research departments at Wrigley's, Chicago, IL, February 2, 2009; Hallmark, Kansas City, Mo., March 3, 2009; Nielsen, Toronto, Canada, April 9, 2009; Market Research Executive Board, April 22, 2009.

Presentation on "Catholic Teaching and the Free Market Economy" to Centesimus Annus Pro Pontifice annual certificate program in Catholic Social Teaching,

Washington, DC, September 10, 2008

Presentation to the 5th anniversary Board Meeting of the Fondazione Centesimus Annus Pro Pontifice, Washington, DC, September 13, 2008

"Advanced Presentation Design." Workshop given to Microsoft's marketing organization, Redmond, Washington, March, 2008.

"Extreme Presentation" workshop on presenting market research results to senior management, given to market research department at eBay, San Jose, CA, March, 2008.

"Extreme Presentation" workshop on presenting market research results to senior management, given to market research department at Motorola, Chicago, Illinois, March, 2008.

"Boosting Insight Generation Among Market Research Staff." Keynote presentation at the Annual Executive Retreat of the Market Research Executive Board, Washington, DC, September 25, 2007.

"Extreme Presentation of Competitive Intelligence." Workshop on presenting competitive intelligence, Annual Conference of the Society for Competitive Intelligence Professionals, New York, New York, April 30, 2007.

"Line Partner Engagement." Workshop given for the Market Research Executive Board, Washington, DC, April 24, 2007.

"A Catechism for Business." Speech at Legatus Philadelphia Chapter meeting, Philadelphia, Pa., February 14, 2006.

"Extreme Presentation" workshop on presenting market research results to senior management, given to market research department at W.W. Grainger, Lincolnshire, Illinois, March 28, 2007.

"Extreme Presentation" workshop given to consulting staff of Infinitive Corporation, Reston, Va., March 14, 2007.

"Advanced Presentation Design." Workshop given to Microsoft's marketing organization, Redmond, Washington, February 28, 2007.

"Extreme Presentation of Competitive Intelligence." Workshop on presenting competitive intelligence, Society for Competitive Intelligence, Atlanta, Georgia, November, 2006.

"Advanced Presentation Design." Workshop given to Microsoft's marketing organization, Redmond, Washington, October, 2006.

"Extreme Presentation." Workshop on presenting market research results to senior management, given to market research department at HJ Heinz Company, Pittsburgh, Pa., September, 2006.

"Extreme Presentation" workshops given to consulting staff of Infinitive Corporation (owned and run by a CUA alumnus), Reston, Va., and to administrative staff of Chesterfield County government (also run by a CUA alumnus), July and August 2006.

"From Awareness to Conversion: Creating and Capitalizing on Consumer Advocates to Drive Purchase." Keynote presentation at the Annual Executive Retreat of the Marketing Leadership Council, Washington, DC, July 11, 2006.

"Boosting Returns on Digital Marketing Investments." Keynote presentation at the inaugural Executive Retreat of the Advertising and Communications Roundtable, Washington, DC, May 4, 2006.

"Extreme Presentation of Competitive Intelligence." Workshop on presenting

competitive intelligence, Annual Conference of the Society for Competitive Intelligence Professionals, Orlando, Florida, April 26, 2006.

"Extreme Presentation." Workshop on presenting market research results to senior management, given to market research department at Ross Products, Columbus, Ohio, March 29, 2006.

"Advanced Presentation Design." Workshop given to Microsoft's market research organization, Redmond, WA., February 28-March 1, 2006.

"Tough Moral Questions for Catholic Executives." Speech at Legatus Philadelphia Chapter meeting, Philadelphia, Pa., February 14, 2006.

"On-Demand Insight Generation." Workshop given to Microsoft's market research organization, Redmond, WA., January 31-February 1, 2006.

"Driving Insight Adoption: Establishing a Shared Framework for Infusing Insight into Business Decisions." Keynote presentation at the Annual Executive Retreat of the Market Research Executive Board, Washington, DC, November, 2005.

"Re-engaging the consumer: Transforming the Communications Mix via the Channel-Agnostic Marketing Function." Keynote presentation at the Annual Executive Retreat of the Marketing Leadership Council, Chicago, July 2005.

"Ethical Issues facing Catholic Executives." Speech at a Sovereign Military Order of Malta ("Knights of Malta") meeting, Arlington, Va., June 16, 2005.

"Real Moral Issues in Business." Speech given at 2005 Legatus Conference, Washington, DC, May 23.

"Extreme Presentation." Workshops on presenting market research results to senior management, given to market research departments at Chase Card Services, Wilmington, Delaware, May 16; Dell Inc., Austin, Texas, May 25, 2005; Kimberly Clark, Neenah, WI, June 2005; NeighborCare Inc., June, 2005; Xerox Corporation, September 23, 2005; Exxon-Mobil, October 5, 2005; United States Census Bureau, October 11, 2005.

"The Ethical Challenge." Speech at the US Federal Government 2005 Interagency Resource Management Conference (IRMCO), Cambridge, Maryland, May 2, 2005.

"Implementing the Solutions Broker Concept." Keynote speech at the Microsoft International Research Summit, Paris, France, March 17, 2005.

"Advanced Presentation Design." Workshop at the Microsoft International Research Summit, Paris, France, March 17, 2005.

"The Market Researcher as Trusted Advisor to Line Management." Presentation at the Microsoft International Research Summit, Microsoft Inc., Redmond, WA, November 9, 2004.

"The Solutions Broker: Redesigning the Market Research Function." Keynote presentation at the Annual Executive Retreat of the Market Research Executive Board, Washington, DC, New York, Chicago, London and Palo Alto, CA., October, 2004 – March 2005.

"Catalyzing Growth." Keynote presentation at British Telecom, London, September 23, 2004.

"Rethinking Reputation Management." Keynote presentation at the inaugural meeting of the Communications Executive Council, Washington, DC, September 14, and subsequent meeting in Chicago, October 13, 2004.

"Catalyzing Growth: Generating and Leveraging Superior Customer Insights." Keynote presentation at the Annual Executive Retreat Series of the Market



Research Executive Board, in Washington, DC, Chicago, New York, London, and Palo Alto, Ca., October 2003 – March 2004.

“Generating and Leveraging Superior Customer Insights.” Presentation to the inaugural meeting of the Xerox Intelligence Network, Xerox Corporation, Rochester, NY, November 12, 2003.

“From Insight to Action: Best Practices for Boosting Impact of Market Research on the Firm.” Keynote presentation at the inaugural Executive Retreat series of the Market Research Executive Board, in Washington DC, Chicago, New York, and London, November 2002 – January 2003.

“Driving Customer-Focused Decision-Making.” Presentation to the corporate marketing management and staff of Wachovia Corporation, Charlotte NC, October 2002.

“The Anatomy of a World Class Marketing Organization.” Presentation at the Annual Executive Retreat of the Marketing Leadership Council, Washington DC, September 2002.

“Report from the Front: Driving Brand Growth in Turbulent Times.” Keynote presentation at the Annual Executive Retreat series of the Marketing Leadership Council in Washington DC, Palo Alto, Ca., Chicago, New York and London, October-November 2001

“E-Engineering the Marketing Function.” Keynote presentation at the inaugural Executive Retreat series of the Marketing Leadership Council in Washington DC, Palo Alto, Ca., Chicago and London, September-November 2000.

“The End(s) of Business.” Presented at the Sane Economy Forum, Plater College, Oxford, UK, July 1999.

“The Purpose of Business.” Presented at the Fostering Human Fulfillment in Business symposium, Toronto, Canada, June 1998

“Marketing on the Internet.” Presented to the Aftel/French Consulate delegation (executives of leading French companies touring the US for the purpose of understanding the implications of the Internet) New York, March 1998.

“Digital Marketing” panel member at the Harvard Business School Cyberposium, Boston, Massachusetts, February 1998.

“Key Challenges of the Internet for Marketers” with Paul Sagan (founding President of Pathfinder.com, Time/Warner’s first major Internet site). Presented at the Corporate Marketing and Communications Forum, Berlin, Germany, February 1998.

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